



## A cyclical model of social change (keynote)

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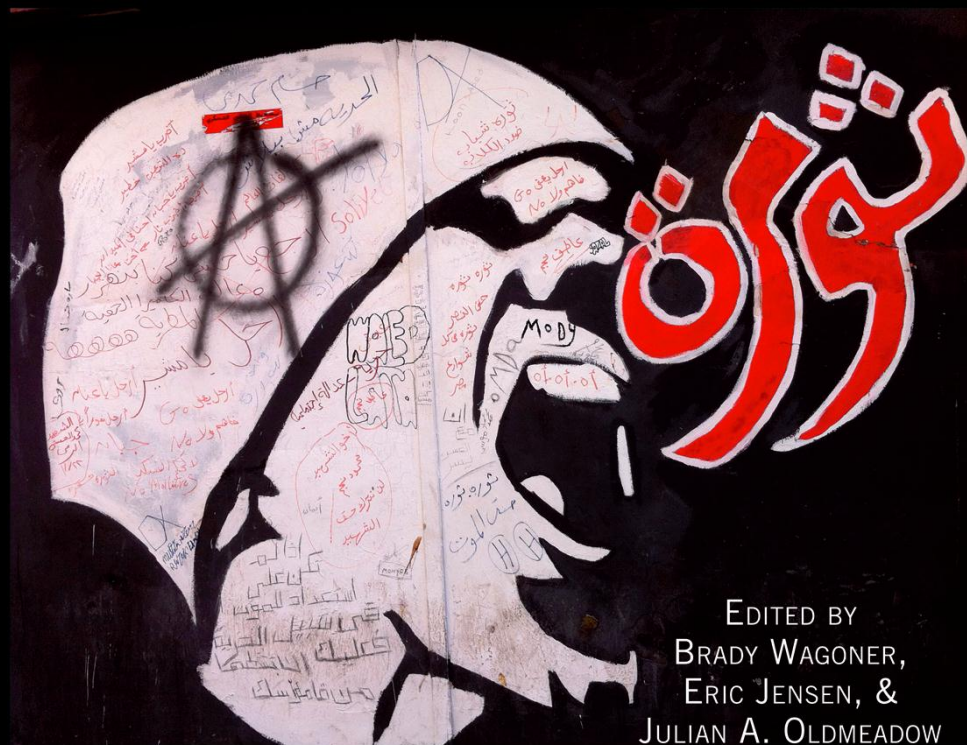
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# **The Cultural Psychology of Social Change**

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# Culture and Social Change



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# Culture & Social Change

Transforming  
Society  
Through the  
Power  
of Ideas

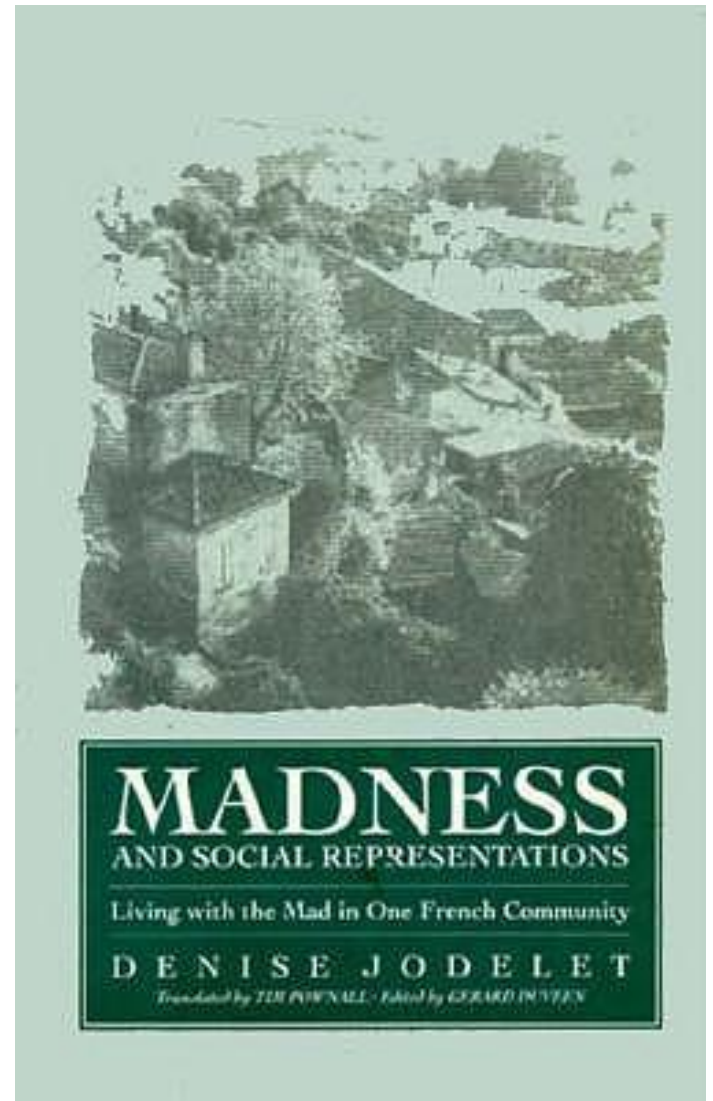
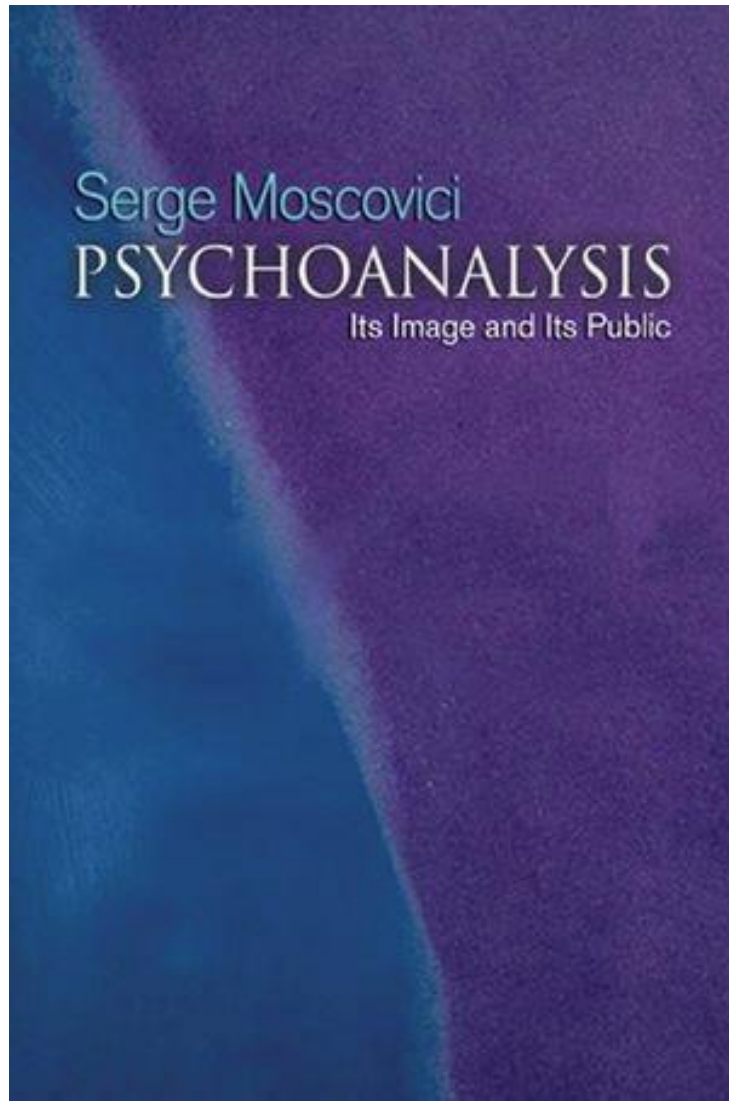
IAP

A Volume in Advances in Culture Psychology

# Aims and Premises

- Integration of perspectives from Cultural Psychology and Sociology
- Not all social change develops around ideas / representations (e.g. can happen through coercion), but ideas do matter.
- The focus of present model is social change through the transformation of ideas and their implementation in practice.

# Harré's (1998) Distinction



# Harré's (1998) Distinction

	Moscovici's <i>Psychoanalysis</i>	Jodelet's <i>Madness and Social Representations</i>
Research question	How scientific ideas become commonsense	How a community manages otherness
Object of investigation	Diffusion of psychoanalysis	Introduction of mentally ill into a community
Sharing of culture	'Transcendent' to practice: Property of individual members of a group	'Imminent' in practice:  Property of a group's shared practices
Methods	Interview, questionnaire, content analysis of press	Ethnography, interviews

# Ideals

Cultural Battle over  
Psychoanalysis

**Communication  
Processes**

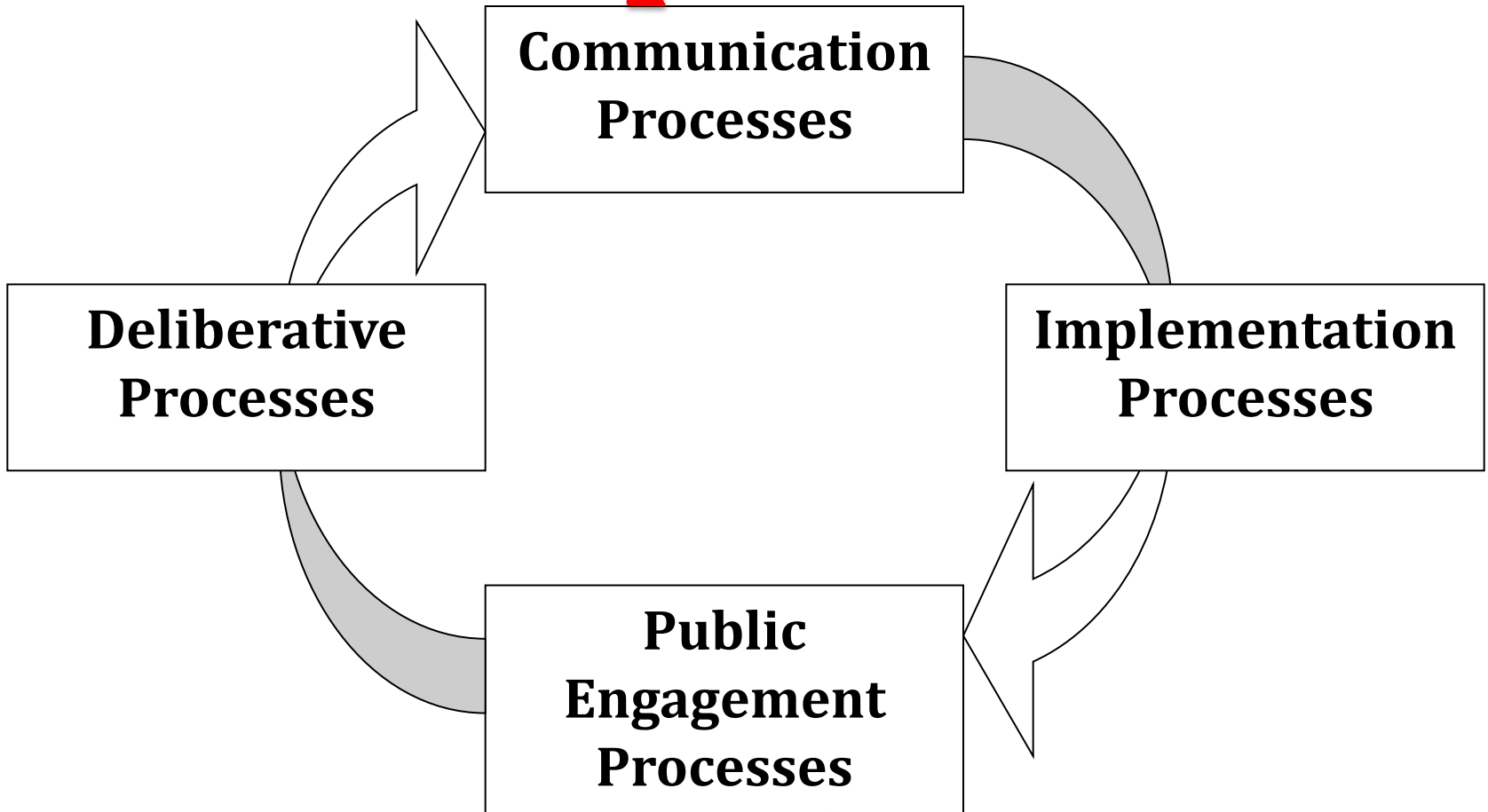
**Deliberative  
Processes**

**Implementation  
Processes**

**Public  
Engagement  
Processes**

# Practices

Practices of exclusion  
toward mentally ill



# Ideals

Cultural Battle over  
Psychoanalysis

**Communication  
Processes**

Mediating role of  
Professionals

**Implementation  
Processes**

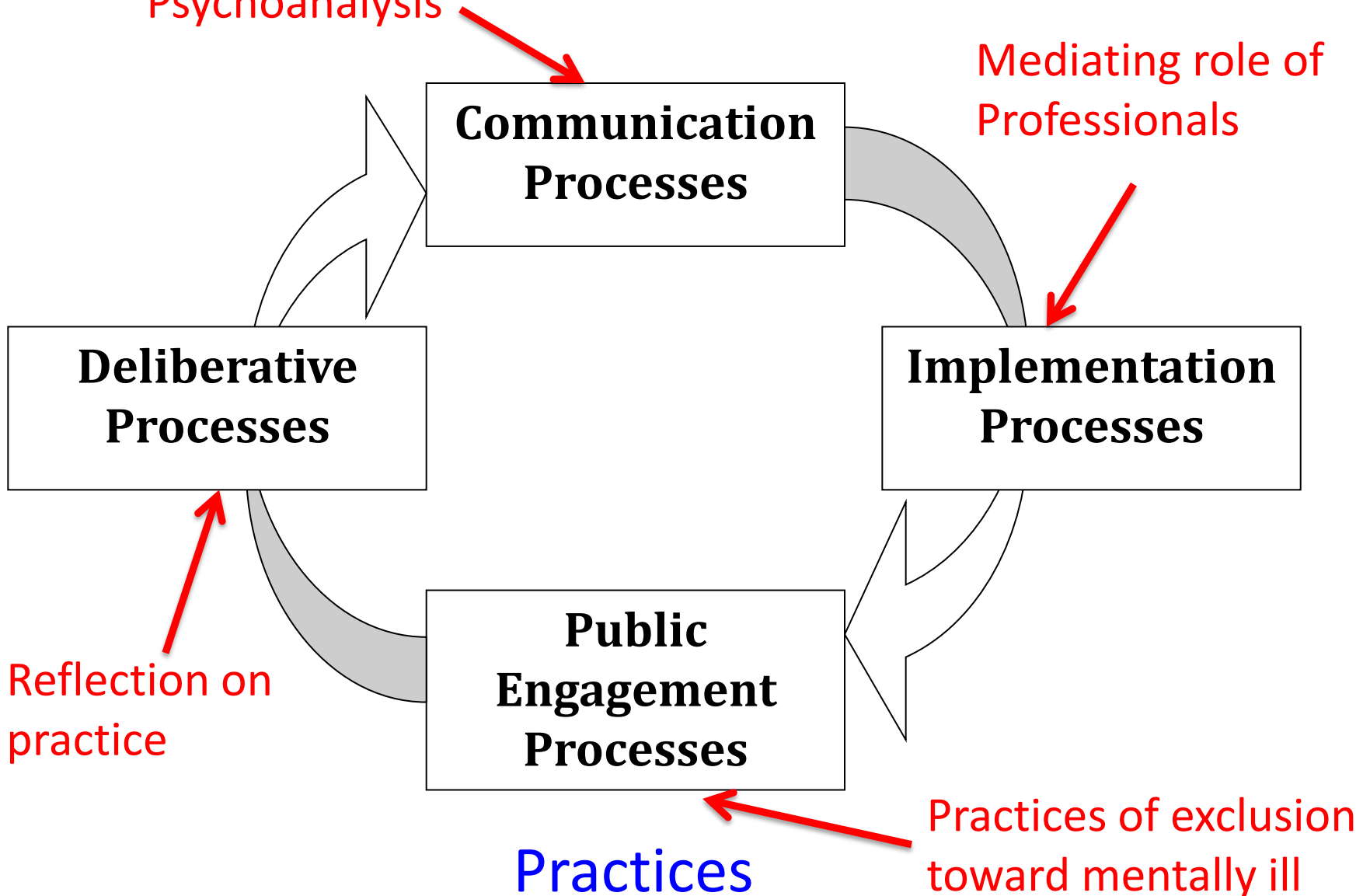
**Deliberative  
Processes**

Reflection on  
practice

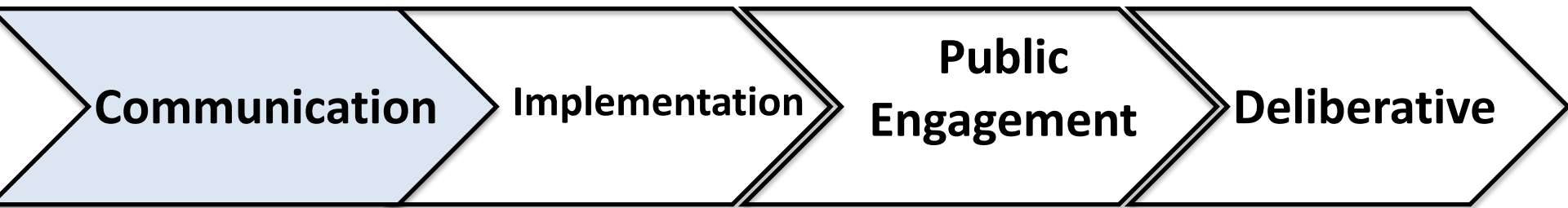
**Public  
Engagement  
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Practices of exclusion  
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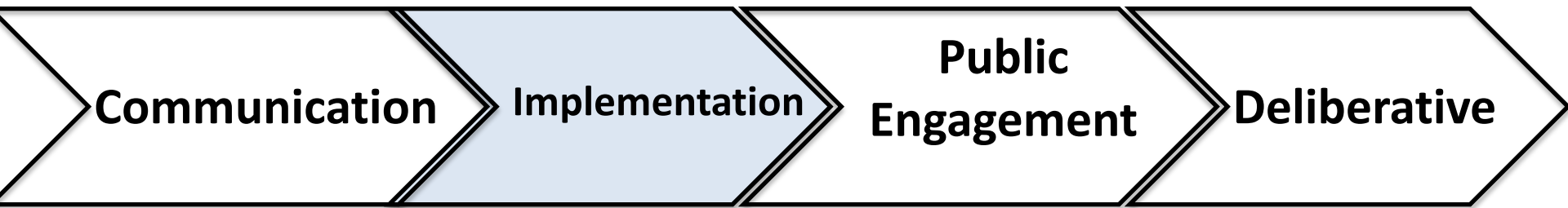
# Practices



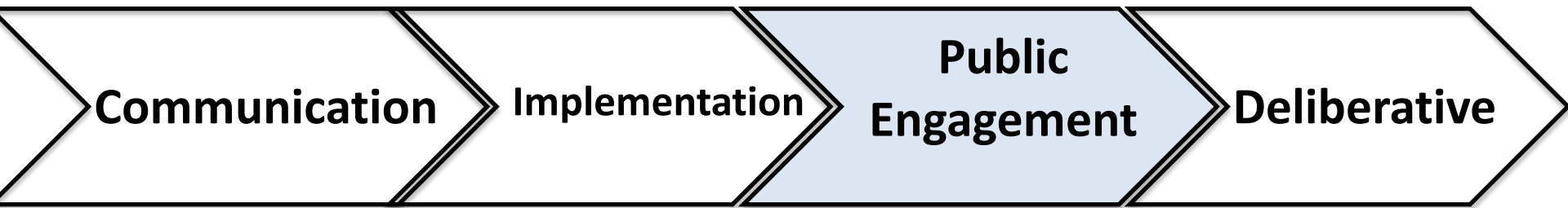




- Intellectual, rhetorical and discursive struggles over ideas.
- Outcome: some ideas becomes ascendant.
- Mass media, other communication channels (e.g. art), power dynamics and message framing play key roles in this domain.
- **Interventions:**
  - Effective framing of idea
  - Use the available communication channels to get your idea heard

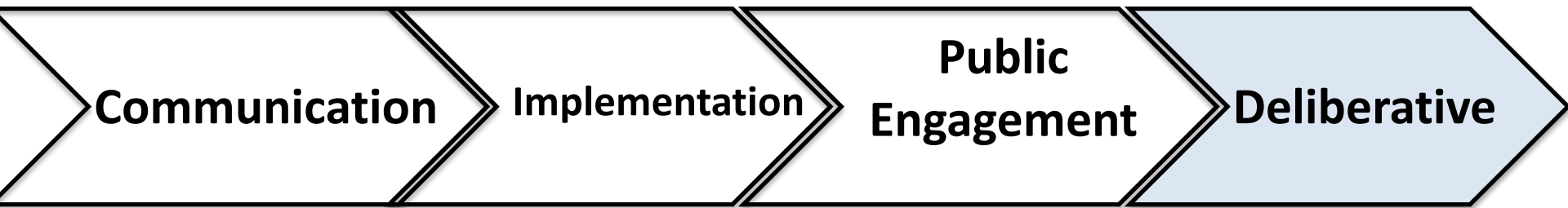


- Professionals are mobilized to create practices that align with the ascendant ideas.
- Key factors: Structure of professional field.
- If idea is successfully encoded into professional norms and practices, then the social change gains momentum and strength.
- **Interventions:** restructuring of rewards and punishments in the professional field



- Here idea(l)s come into contact with the pre-existing practices of affected publics.
- Conflict can arise in situations where:
  - affected publics have different interests and habits, OR
  - appeal of the idea is insufficient to garner support amongst these publics.

**Interventions** directly into concrete social practices.  
Understand your publics interests and habits.



- This can act as the initial phase of renewed reform, where contradictions inherent in an idea or practice are recognized.
  - They begin to articulate both how it is problematic and alternative ideas that overcome its difficulties.
- The cycle then returns to the communication processes for renewed debate, new ideas, or termination of a previous Idea.
- **Interventions:** highlight challenges and contradictions in practices.

**Thank you!**

# French Revolution



# Liberty, equality and fraternity





# Importance of Social Memory





# Importance of Social Memory



# 2011 Egyptian Revolution

